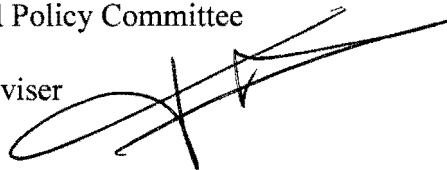


Worksession

MEMORANDUM

February 2, 2012

TO: Government Operations and Fiscal Policy Committee
FROM: Dr. Costis Toregas, Council IT Adviser
SUBJECT: Discussion – Cable issues



Expected to attend:

Acting Chief Information Officer, Department of Technology Services
Mitsuko R. Herrera, Cable and Broadband Administrator, Department of Technology Services
Representative from the Office of Management and Budget
Members of the Public Education and Government (PEG) Network
Chair of the Cable Communications Advisory Commission

Staff Recommendations:

1. Insist that Cable Operator call center records be made available to staff in ways that can inform the Committee and the general public about efficiency and effectiveness of consumer call handling.
2. Engage with the PEG network in a dialogue regarding new mechanisms for allocating and managing Cable Plan resources organized by topics and outcomes, rather than allocations to distinct organizations.

Issues

Several outstanding Cable Plan issues are discussed in this packet. Some are relevant as preparation for the February 13, 2012 Committee review of the preliminary FY13 Cable Plan submitted by the Executive on January 24, 2012.

1. The County is preparing to renegotiate the Comcast franchise (which must be done by mid-2013). The timeline for that effort is shown on ©1-2. Although details relating to the process are not yet available, the Committee may want to discuss with the Cable Administrator and other stakeholders issues that are not sensitive but that relate to publicly available information. The

role of Councilmembers and the general public in this process is important to understand clearly, as are the processes that will be used to encourage public input and listed on ©1-2.

2. An important factor for Cable service is customer satisfaction; beyond the quarterly reviews of Cable Office performance and franchisee performance around FCC targets, the operations and statistics of the individual franchisee Call Centers can provide an important look inside the day-to-day performance of the operators. Data from Call Centers are included in the elements deemed accessible to the Committee and full Council and, so far, efforts to have access to them or to arrange for site visits to review records on site are slow to materialize. This is an important exercise of the Committee's oversight authority, and plans are underway to accommodate this request. The worksession will enable both the Cable Administrator and the operators to respond to this request for information that would provide, at a minimum, statistics on call volume, disposition of complaints, and times to satisfactory completion of requests.
3. The authorizing legislation for the FY12 Operating Budget contains the following paragraph in the Cable Plan Resolution (the full Cable Resolution is on ©3-12):

“ ... General Provisions p. 5-89 FY2013-2018 Cable Plan The Executive must submit a preliminary six-year Cable Communications Plan for FY 2013 through FY 2018 to the Council no later than January 15, 2012...”

This 6 year plan is not included in the submission received by the Council President's office on January 24, 2012 (see ©13-30 for this submission). In order to properly evaluate this plan, the Committee has scheduled a worksession on February 13, 2012. The current worksession will enable stakeholders to amplify on this information or discuss alternate methods of informing the Committee about the future plans for the Cable Plan direction.

4. In addition to the submission provided by the Executive, the PEG network members have provided a document regarding future directions for the PEG organization on © 31-34. These directions are input to the Executive's final Cable Plan and give an opportunity for the Committee to provide early reactions and guidance.

Staff comment

Communications between the County and its residents is a vital mechanism for good governance. The Cable Plan has for many years been the funding mechanism to ensure that there are adequate ways for this communication to occur and that the technology of telecommunications is used effectively to both provide information and train residents in the use of modern methods to inform each other and their government about issues of interest and importance. After many years of operations, the Public, Education and Government network of providers and non-profit organizations active in communications are now changing the way they perceive the Cable Plan and their role within it. Rather than being stove-piped entities that do not interact, they are developing sharing and collaboration agreements, are exploring a new Governance structure for the PEG network, and are eager to understand the priorities of the community they serve.

However, change is difficult. Existing administrative and policy mechanisms sometimes stand in the way and can impede this progress. To help move this change process along, the Committee may want to

consider some new directions to share with the PEG members prior to the Cable Plan implementation in July 2012:

- single budgetary authority from the PEG network (whether an individual elected by their peers or an “Executive Board”) that makes binding decisions on resource distribution once the Cable Plan is approved, in order to accomplish explicit outcomes
- A program focus that can change depending on community input and which drives resource assignments. As examples, youth engagement, the multi-cultural face of the County, and new skills training using telecommunications as a delivery mechanism are three current needs in the community toward which the Cable Plan could orient a significant percentage of resources.
- Continued emphasis on program rather than organization funding is essential. The current Cable Plan makes allocations to organizations, not outcomes. For the first time, the Executive’s preliminary Cable Plan suggests such a programmatic display that can then be used to make allocation decisions. More needs to be done between now and the March 15 expected submission of the final proposed Cable Plan, but a discussion between the Committee and PEG members could help construct such a new process.
- Reducing infrastructure duplication should remain a top priority. A lot has been done already, but the rationale for specific technology investments and staffing can be improved through a pool or shared approach for studios, equipment, and skilled operators.
- As the topic of transparency and open government are debated and different County processes are enhanced to support them, the functional assistance of telecommunications and broadcasting through the Cable Plan should be explored as one more vehicle to be used.

In order to accomplish such new outcomes, the PEG network would have to develop a self-governance structure and be in a position to collaborate in a more formal manner than heretofore. Although the transmission from the PEG members on ©31-34 indicates a desire to move in this direction, there is no evidence of actual changes toward a strong governance model yet. The Committee should embrace and support such directions.

The Committee will be seeing the Executive’s final proposal regarding the use of the Cable Fund on March 15. However, there is a unique opportunity to open lines of communication and help craft an agreement now that can organize the Cable Plan resources in new ways.

MONTGOMERY COUNTY FRANCHISE RENEWAL RENEWAL NEEDS ASSESSMENT WORKPLAN

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
1. Develop & finalize Needs Assessment Workplan.	Buske Group	December 22
2. Identify community leaders to participate in Franchise Renewal Information Meeting.	County Staff Team PEG Managers	December 28
3. Email letter of invitation to community leaders.	County Staff Team	January 4
4. Identify and/or obtain mailing lists (Email & USPS) to be used to announce focus groups.	County Staff Team PEG Managers	Dec. 13-Jan.30
5. Hold Franchise Renewal Information Meetings	Buske Group County Staff Team	January 17-18
6. Determine dates, constituencies, times, and locations for focus group workshops.	Buske Group County Staff Team	by January 27
7. Prepare focus group workshops invitations and email blast/flyer.	Buske Group County Staff Team	by January 31
8. Print focus group invitations and flyers.	County Staff Team	by February 8
9. Prepare template for press releases on needs assessment process. Distribute press releases to local media.	County Staff Team Buske Group	by February 8
10. Initial consultant visit to all PEG access facilities.	Buske Group	February 15-16
11. Mail invitations and distribute email flyer via email blast and websites, etc.	County Staff Team PEG Managers	Jan 31 – Mar. 24
12. Produce and place announcements about upcoming focus group workshops and on-line survey on websites, PEG channels, and newsletters and local print media.	County Staff Team PEG Managers	Jan 31 – Mar. 24
13. General networking about upcoming focus group workshops and on-line survey.	PEG Managers County Staff Team	Jan 31 – Mar. 24
14. Conduct telephone surveys	Buske Group	Feb.20 – March 30
15. Regularly distribute/review list of persons who RSVP to attend focus group workshops.	Buske Group	Feb. 20- Mar. 24

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
16. Make follow-up calls to encourage, remind and persuade people to attend focus group workshops.	PEG Managers County Staff Team	March 1 - 24
17. Arrange for DVD player, video projector and speakers, flip charts and easels, and other meeting logistics (e.g., snacks) at each focus group workshop location. (Separate list of items to be provided by Buske Group.)	County Staff Team	by February 29
18. Undertake PEG facilities/equipment & services review and analysis.	Buske Group	Feb. 15-March 15
19. Prepare public on-line & FiberNet survey questionnaires and seek County approval.	Buske Group County Staff Team	March 1
20. Deadline to RSVP regarding attendance at focus group workshops.	Focus Group Attendees	March 12
21. Distribute/review list of persons who RSVP'd.	Buske Group	March 13
22. Make final round of follow-up calls to encourage, remind, and persuade people to attend focus group workshops.	County Staff Team PEG Managers	March 12-24
23. Conduct/Participate in the Focus Group Workshops.	Buske Group PEG Managers County Staff Team	March 19-24
24. Conduct public & FiberNet on-line surveys.	Buske Group	Mar. 19 - Apr. 13
25. Interview current and potential stakeholders.	Buske Group	April 1-30
26. Prepare Needs Assessment Reports.	Buske Group	by June 30
27. Commence negotiations with Comcast.	County Staff Team Best Best & Krieger	July 15, 2012
28. Prepare RFRP if necessary.	Best Best & Krieger County Staff Team	Nov. 1- Dec. 31
29. County & Municipalities adopt new Franchises.	County Council Municipal Councils	By June 30, 2013

#18 – Cable Communications Plan

Resolution No.:	<u>17-157</u>
Introduced:	<u>May 26, 2011</u>
Adopted:	<u>May 26, 2011</u>

**COUNTY COUNCIL
FOR MONTGOMERY COUNTY, MARYLAND**

By: County Council

SUBJECT: Approval of the FY 2012 Cable Communications Plan

Background

1. Section 8A-27(a) of the County Code provides that “All access grants, franchise fees, and other moneys received by the County from any franchisee may be spent only under a budget approved by the Council and in accordance with the County Cable Communications Plan.”
2. Section 8A-27(b) of the County Code provides that “The Cable Communications Plan must be proposed by the County Executive to the Council annually and may be amended at any time.”
3. Section 2.2 of the 2002 AT&T Comcast Transfer Agreement provides that “. . . all provisions of the Franchise Documents remain in full force and effect and are enforceable in accordance with their terms and with applicable law.”
4. Section 7(b) of the 1998 Cable Franchise Agreement, assumed by Comcast from Prime Communications – Potomac, LLC, between the County and SBC Media Ventures, Inc. provides that Comcast must pay a capital grant to the County of “\$200,000 per year . . . to be used by the County, in its sole discretion, for PEG equipment . . . or for PEG-related facilities renovation, or construction.”
5. Section 7(h)(1) of the 1998 Cable Franchise Agreement, assumed by Comcast from Prime Communications – Potomac, LLC, between the County and SBC Media Ventures, Inc. provides that Comcast must pay an annual capital grant to the County of \$1.2 million, adjusted annually by the Consumer Price Index, “to support installation, construction, operations, and maintenance of the County’s FiberNet and associated network equipment, and the Institutional Network . . .”

6. Section 4.1 of the 1998 Cable Franchise Transfer Settlement Agreement, assumed by Comcast from Prime Communications – Potomac, LLC between the County, Prime Communications, and SBC Media Ventures, Inc. provides that Comcast must pay \$1.5 million, adjusted annually by the Consumer Price Index, for PEG support.
7. Section 7(b) of the 1999 Franchise Agreement with Starpower provides that Starpower must pay a capital grant to the County of “3% of Gross Revenues per year . . . excluding revenues arising from Internet Access . . . to be used by the County . . . for PEG access and institutional network purposes, including PEG access equipment, institutional network equipment or for renovation or construction of PEG access or institutional network facilities.”
8. On February 8, 2005 the County Council approved Resolution 15-889, supporting the transfer of interest in Starpower Communications LLC from Pepco Communications to RCN Telecom Services of Washington, D.C., Inc. Starpower is now doing business as RCN.
9. Section 3.3.6 of the 2006 Franchise Agreement with Verizon Maryland, Inc. provides that Verizon must pay \$200,000 within 30 days of the effective date of the Franchise Agreement and \$200,000 per year for four years on the anniversary of the effective date of the Franchise Agreement. In exchange, the County waived its ability to add more locations for cable service for public buildings above Verizon’s obligation to provide 100 connections at the County’s request.
10. Section 6.2 of the 2006 Franchise Agreement with Verizon provides that Verizon must pay a grant to the County of 3 percent of Gross Revenues each quarter to be used “for PEG and institutional network purposes.”
11. Section 8 of the Franchise Agreements with Comcast and RCN and Section 7 of the Franchise Agreement with Verizon provides that each franchisee must pay, for the life of the franchise, a franchise fee of 5 percent of annual gross revenues.

General Provisions

1. **Purpose and Effect:** This Cable Communications Plan constitutes the County’s formal direction for the use of resources required to be provided under Sections 7 and 8 of the Franchise Agreements with Comcast and RCN; Section 4.1 of the 1998 Cable Franchise Transfer Settlement Agreement, assumed by Comcast from Prime Communications – Potomac, LLC between the County, Prime Communications, and SBC Media Ventures, Inc.; and Sections 3, 6, and 7 of the Franchise Agreement with Verizon.

In FY 2012, these resources must be deposited by the County in its Cable TV Special Revenue Fund, and this Cable Communications Plan directs the use of the revenues in this Fund.

2. Spending Authority under the Time Period Governed by This Plan: This Cable Communications Plan provides spending authority for FY 2012. Resources appropriated in FY 2012 that are not encumbered by the County on or before June 30, 2012 must remain in the Cable TV Special Revenue Fund and be available for spending in future years.
3. Carryover: Resources provided to the County as a result of the requirements of the Franchise Agreements with Comcast, RCN, and Verizon, but not specifically allocated in the Cable Communications Plan to the General Fund, must remain in the Cable TV Special Revenue Fund and be available to be allocated in future years.
4. Future Fiscal Years: No estimate shown for any fiscal year after FY 2012 reflects any commitment or decision by the Council, and any such estimate should not be taken as prejudging any decision regarding activities or allocations, either in absolute or relative amounts, of expenditures for future years.
5. Management of Funds: All equipment, personnel, and other resources approved in the Cable Communications Plan for funding from the Cable TV Special Revenue Fund must be managed so that the resources are reasonably available to all users of the cable system and provide benefits to the subscribing public and the franchisee.
6. Affirmative Action and MFD Procurement Procedures: The Board of Directors of Montgomery Community Television, Inc. (MCT) must adopt and follow an Affirmative Action Plan and procedures for procurements from minority-, female-, and disabled-owned businesses (MFD) that take into account both the requirements of the Franchise Agreements with Comcast, RCN, and Verizon and relevant provisions of the County Code.
7. Financial Disclosure: The County must not spend any FY 2012 funds allocated to MCT until all members of the Board of Directors and the Executive Director of MCT have filed a financial disclosure statement with the Ethics Commission for the 2011 calendar year.
8. FY 2013-2018 Cable Plan: The Executive must submit a preliminary six-year Cable Communications Plan for FY 2013 through FY 2018 to the Council no later than January 15, 2012. The Executive submitted a preliminary six-year Cable Communications Plan for FY 2012 through FY 2017 to the Council on January 15, 2011. The Preliminary Cable Communications Plan included: (a) a list of known PEG activities and funding needs for FY 2012 through FY 2017; (b) a preliminary plan for prioritizing PEG funding needs within the context of the County's long-term vision for Cable television; (c) any capital project expenditures proposed to be funded through the plan; (d) changes to approved multi-year expenditures; and (e) updated projections of plan revenues for FY 2012 through FY 2017.

FY 2012 Cable Communications Plan Description

The FY 2012 Cable Communications Plan provides funding for cable franchise administration (Department of Technology Services, County Attorney's Office, and outside professional services); for municipal equipment and support; for public, educational, and government access programming (Office of Public Information, Council, Montgomery College, Montgomery County Public Schools, and Montgomery Community Television, Inc.); and for other miscellaneous cable-related activities.

The attached table details the approved expenditures from the Cable TV Special Revenue Fund for the following purposes in FY 2012:

Franchise Administration

- A. Funds are allocated to the Department of Technology Services to administer the Franchise Agreements with Comcast, RCN, and Verizon, including inspecting construction, testing signal quality, responding to residents' complaints, budgeting franchise fee and grant funds received from the cable operator, managing the contract to provide public access services, supporting an advisory committee, administering Federal Communications Commission rules and regulations, preparing for and negotiating franchise agreements, and advising elected officials on related policy matters.
- B. Funds are allocated to the County Attorney's Office to support the in-house staff costs associated with advising the Department of Technology Services and elected officials on related matters.
- C. Funds are allocated to hire outside professional services to advise or represent the County in areas of specialized telecommunications needs.

Municipal Support

- D. Funds are allocated for sharing franchise fee revenue with the municipal co-franchisors in accordance with the formula in Section 8A-29 of the County Code.
- E. Funds are allocated to support the 3 PEG channels allocated to (1) the City of Rockville; (2) the City of Takoma Park; and (3) the Montgomery County Chapter of the Maryland Municipal League. Funds are allocated from the Capital Equipment Support Grants, according to the requirements of Section 7(b)(1)(B) of the Franchise Agreement with RCN, the requirements of Section 7(b)(2) of the Franchise Agreement with Comcast, and from the PEG Support Fund according to the requirements of Section 4.1 of the 1998 Cable Franchise Transfer Settlement Agreement assumed by Comcast from Prime Communications. Funds are allocated from the PEG Support Fund to the extent that the Participating Municipalities meet all applicable matching-fund requirements in the Settlement Agreement.

County Government Access Programming

- F. Funds are allocated for managing the County Government Channel, maintaining County Government Channel video equipment, closed captioning of County Government programming, and for the operation of the Technical Operations Center to monitor and adjust technical quality of PEG Programming.

Funds are allocated to the Office of Public Information for in-house staff and contractors to produce Executive Branch programming for the County Government Channel.

Funds are allocated to the Council for in-house staff and contractors to produce programming for the Council and Legislative Branch agencies.

Funds are allocated to the Montgomery County portion of the Maryland-National Capital Park and Planning Commission for contractors to provide cable-related services, including webcasting and services needed to produce programming for the Planning Board and the Parks Department.

Educational Access Programming

- G. Funds are allocated to Montgomery College to produce educational programs and operate a cable channel with in-house staff.
- H. Funds are allocated to Montgomery County Public Schools to produce educational programs for children, parents, and teachers; carry Board of Education meetings; and run other educational programming of interest to County residents. MCPS currently operates two educational access channels on the cable system.

Public Access Programming

- I. Funds are allocated for Montgomery Community Television, Inc., to perform services in FY 2012 specified in its contract with the County, including the following:
- (1) produce and schedule two public access channels, including disseminating information on the daily program schedule;
 - (2) train community producers and technicians in program production and assist residents and community organizations in developing locally produced or locally sponsored programming;
 - (3) provide and maintain a central access studio, field production equipment, and editing facilities for use by community producers in program production;
 - (4) maintain all video equipment provided to MCT or purchased by MCT with cable company or County funds;
 - (5) produce local interest and public affairs programming;

- (6) promote and encourage programming representing a diversity of community interests and needs; and
- (7) perform outreach and create programming in the down-county area.

PEG Network

- J. For FY 2012, funds are allocated for PEG equipment replacement, for an emergency equipment reserve to be used in case of imminent failure of major PEG video systems, for joint PEG programming/promotion, PEG network engineering and administration, closed captioning of select PEG programming, and for PEG programming to provide access to cable by community organizations.

The Council wishes to encourage the most cost-effective operations of the PEG Channels and has directed the PEG Network to enhance the sharing of equipment, facilities, and personnel. All funds appropriated for PEG equipment replacement must be administered by the Office of Cable and Communications Services. Before spending any funds for this purpose, the PEG Network must report to the Council and the Executive on their plans for the purchase and allocation of replacement equipment. The Council intends that preference be given to purchases of equipment and facilities that can be shared by more than one PEG Channel.

The Council encourages the municipal co-franchisors to develop plans for purchasing equipment, using engineering expertise available from the other PEG Channels and the Office of Cable and Communications Services, and acquiring equipment that facilitates the sharing of resources with other PEG channels.

The Office of Cable and Communications Services must not spend funds from the Emergency Equipment Reserve until the PEG Network finds that additional replacement funds are needed to prevent interruption of programming on one or more PEG Channels.

All equipment purchased with Cable Funds, except equipment purchased with Municipal Grant funds or funds allocated to the Village of Friendship Heights under this Plan, must be titled to the Montgomery County Government, which may, under appropriate controls, allocate some of the equipment for use to individual PEG Channels.

Before the PEG Network may spend funds allocated for PEG joint Programming/Promotion, the Network must report its general plans to the Council and the Executive.

In FY 2012, funding is being added to support a part-time contractor to produce additional Spanish-language programming for the WatchLocalTV.org Network, and for a part-time contractor to provide Spanish-language public information and cable programming services for the Council.

Institutional Telecommunications

- K. For FY 2012, funds are allocated for Institutional Telecommunications for FiberNet capital improvements and operations. The County's Franchise Agreement with Comcast, assumed from Prime Communications, provides that Comcast must pay grants to support operations, maintenance, and the installation of cables and electronic equipment for the County's FiberNet.

The County plans to expand the FiberNet network to meet the telecommunications needs of County agency facilities. FiberNet will be expanded using funding provided under the American Recovery and Reinvestment Act and matching funds will be provided in FY 2012 to meet the requirements of this grant. The Department of Technology Services must develop a FiberNet buildout plan that identifies facilities with the greatest need for high-speed voice, data, and video transmissions and for which FiberNet offers lower cost service than private sector telecommunications providers. User agencies must notify the Council before paying any fee to or entering into any agreement with any private provider, if using FiberNet to serve specific facilities is more advantageous to the County. The Council will then consider if adjustments to the funded FiberNet buildout schedule are warranted to avoid paying excessive fees to private providers for telecommunications service to any specific facility.

General Fund Transfers and Repayment Schedule

- L. In FY 2004, \$2,636,000 was appropriated from the Cable TV Special Revenue Fund to the General Fund to finance general government operations. This was the first year that the Executive recommended transferring funds derived from franchise fees for unspecified general government operations.

In FY 2006, the Council allocated \$1,241,000 to fund the County's Automated Traffic Management System.

In FY 2007, the Council allocated \$284,000 to fund technology projects for the Montgomery County portion of the Maryland-National Capital Park and Planning Commission Operating Budget.

In FY 2009, the Council transferred \$250,000 to the General Fund in order to support County operating expenses, and indicated their desire to ensure that this transfer will improve the technology infrastructure and productivity support for all County departments.

In FY 2010, \$3,235,830 was transferred from the Cable TV Special Revenue Fund to the General Fund to finance general government operations. The Council intended that this transfer improve the technology infrastructure and productivity support for all County departments.

In FY2011, \$6,157,000 was approved to be transferred from the Cable TV Special Revenue Fund to the General Fund to finance general government operations. The Council intended that this transfer improve the technology infrastructure and productivity support for all County departments.

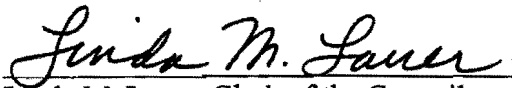
The FY 2004 General Fund transfer, the FY 2006 funding for the Automated Traffic Management System, and the FY 2007 funding for technology projects for the Montgomery County portion of the Maryland-National Capital Park and Planning Commission must be repaid without interest according to the following schedule: \$432,000 was paid in FY 2008, \$0 was paid in FY 2009, FY10 and FY 2011, and \$0 will be paid in FY 2012. As a part of the FY 2013 Recommended budget, the Executive must propose an amended repayment schedule.

Action

The County Council for Montgomery County, Maryland approves the following resolution:

The Council approves the attached Cable Communications Plan as described in this resolution and appropriates cable communications grant resources and settlement funds as provided in the Cable Communications Plan and this resolution and any amendments to either that the Council adopts for FY 2012.

This is a correct copy of Council action.


Linda M. Lauer, Clerk of the Council

FY12 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (\$000's)													
		Approved FY10	Actual FY10	Approved FY11	Est'd FY11	Approved FY12	Change fr FY11 App \$%		FY13	FY14	FY15	FY16	FY17
1	BEGINNING FUND BALANCE	2,069	4,809	114	2,736	1,129	1,015	890%	113	3,452	2,412	2,401	1,711
2	REVENUES												
3	5% Franchise Fee	11,280	12,435	12,533	13,939	14,997	2,464	20%	15,629	16,261	16,667	16,996	17,338
4	Gaithersburg PEG Contribution	187	140	164	197	197	33	20%	199	203	207	211	215
5	PEG Operating Support	2,080	2,069	2,111	2,092	2,134	23	1%	2,176	0	0	0	0
6	PEG Capital Equipment Grant	1,990	3,148	3,484	4,169	4,809	1,325	38%	5,149	9,757	10,000	10,199	10,403
7	Verizon - Facilities Grant	200	200	200	200	0	(200)	-100%	0	0	0	0	0
8	FiberNet Operating & Equipment Grant	1,637	1,628	1,660	1,646	1,678	18	1%	1,712	0	0	0	0
9	Interest Earned	30	9	30	10	20	(10)	-33%	50	120	170	230	270
10	TFCG Application Review Fees	80	194	203	172	246	43	21%	150	140	140	140	140
11	Miscellaneous	0	9	0	23	0	0	0%	0	0	0	0	0
12	Transfer from the General Fund	0	0	0	0	0	0	0%	0	0	0	0	0
13	TOTAL ANNUAL REVENUES	17,484	19,830	20,385	22,448	24,081	3,696	18%	25,065	26,481	27,184	27,778	28,366
14	TOTAL RESOURCES-CABLE FUND	19,553	24,639	20,499	25,184	25,210	4,711	23%	25,178	29,933	29,596	30,179	30,677
15	NON-DISCRETIONARY EXPENDITURES (a)												
16	A. MUNICIPAL EQUIPMENT & OPERATIONS												
17	Municipal Franchise Fee Distribution												
18	City of Rockville	460	459	484	543	559	95	21%	580	619	649	682	717
19	City of Takoma Park	199	192	196	216	195	(1)	-1%	198	202	206	209	213
20	Other Municipalities	152	157	159	189	221	62	39%	236	245	254	264	274
21	SUBTOTAL	812	808	819	948	975	156	19%	1,024	1,066	1,109	1,156	1,205
22	Municipal Capital Support												
23	Rockville Equipment	276	487	466	586	682	216	46%	732	787	846	910	978
24	Takoma Park Equipment	276	487	466	586	682	216	46%	732	787	846	910	978
25	Municipal League Equipment	276	487	396	516	612	216	55%	682	787	846	910	978
26	SUBTOTAL	828	1,461	1,328	1,689	1,976	648	49%	2,127	2,361	2,538	2,729	2,936
27	Municipal Operating Support												
28	Rockville PEG Support	70	26	70	74	76	6	8%	77	80	84	88	92
29	Takoma Park PEG Support	70	26	70	74	76	6	8%	77	80	84	88	92
30	Muni. League PEG Support	70	26	140	144	146	6	4%	147	80	84	88	92
31	SUBTOTAL	211	78	280	293	298	18	6%	302	240	252	264	276
32	SUBTOTAL	1,851	2,347	2,427	2,930	3,248	821	34%	3,454	3,667	3,899	4,148	4,416
33	NET TOTAL ANNUAL REVENUES	15,633	17,483	17,958	19,518	20,833	2,875	16%	21,611	22,814	23,285	23,630	23,950
34	NET TOTAL RESOURCES-CABLE FUND	17,702	22,292	18,072	22,254	21,962	3,890	22%	21,724	26,266	25,697	26,031	25,661
35	EXPENDITURES												
36	A. Transmission Facilities Coordinating Group												
37	TFCG Application Review	180	43	275	141	225	(50)	-18%	225	225	225	225	225
38	SUBTOTAL	180	43	275	141	225	(50)	-18%	225	225	225	225	225
39	B. FRANCHISE ADMINISTRATION												
40	Personnel Costs - Cable Administration	705	562	794	794	794	(0)	0%	833	980	1,029	1,080	1,134
41	Personnel Costs - DTS Administration	69	80	69	69	69	(0)	-1%	71	71	71	73	73
42	Personnel Costs - Charges for County Atty	95	74	95	95	98	3	3%	100	100	102	102	105
43	Operating	73	79	80	80	70	(10)	-13%	100	100	70	70	70
44	Engineering Services	50	10	50	50	30	(20)	-40%	70	70	50	50	50
45	Inspection Services	270	40	10	10	0	(10)	-100%	10	10	10	10	10
46	Legal and Professional Services	310	227	300	300	280	(20)	-7%	450	350	300	300	300
47	SUBTOTAL	1,572	1,053	1,398	1,398	1,340	(58)	-4%	1,634	1,682	1,633	1,686	1,743
48	SUBTOTAL	1,752	1,096	1,673	1,539	1,565	(108)	-6%	1,859	1,907	1,858	1,911	1,968
49	C. MONTGOMERY COUNTY GOVERNMENT - CCM												
50	Media Production & Engineering												
51	Personnel Costs	533	461	781	781	760	(21)	-3%	798	998	1,048	1,100	1,155
52	Operating	25	11	40	40	35	(5)	-13%	35	35	35	35	35
53	Contracts - TV Production	63	18	40	40	32	(8)	-20%	32	32	32	32	32
54	New Media, Webstreaming & VOD Services	48	30	38	38	38	0	0%	38	38	38	38	38
55	SUBTOTAL	669	520	899	899	865	(34)	-4%	903	1,103	1,153	1,205	1,260
56	Public Information Office												
57	Personnel Costs	560	551	705	705	704	(1)	0%	529	556	583	613	643
58	Operating Expenses	12	13	0	0	0	0	0%	40	40	40	40	40
59	Contracts - TV Production	210	128	83	83	83	0	0%	83	83	83	83	83
60	SUBTOTAL	782	692	788	788	787	(1)	0%	652	679	706	736	766
61	County Council												
62	Personnel Costs	74	64	154	154	157	3	2%	195	205	215	226	237
63	Operating Expenses	28	11	18	18	13	(5)	-28%	40	40	40	40	40
64	Contracts - TV Production	516	486	164	164	164	0	0%	164	164	164	164	164
65	SUBTOTAL	618	561	336	336	334	(2)	-1%	399	409	419	430	441
66	MNCPPC												
67	Personnel Costs	101	141	83	78	0	(83)	-100%	0	0	0	0	0
68	Operating Expenses	21	0	0	0	0	0	0%	0	0	0	0	0
69	Contracts - TV Production	117	97	81	81	81	0	0%	81	81	81	81	81
70	New Media, Webstreaming & VOD Services	47	0	24	24	24	0	0%	24	24	24	24	24
71	SUBTOTAL	286	238	188	183	105	(83)	-44%	105	105	105	105	105
72	SUBTOTAL	2,355	2,011	2,211	2,206	2,091	(120)	-5%	2,059	2,296	2,383	2,476	2,573

FY12 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (\$000's)													
		Approved FY10	Actual FY10	Approved FY11	Est'd FY11	Approved FY12	Change fr FY11 App \$\$	%	FY13	FY14	FY15	FY16	FY17
75	D. MONTGOMERY COLLEGE - MC ITV												
76	Personnel Costs	1,141	1,141	1,174	1,174	1,144	(30)	-3%	1,271	1,410	1,481	1,555	1,632
77	Operating Expenses	179	179	108	108	88	(22)	-20%	129	194	197	201	205
78	New Media, Webstreaming & VOD Services		0	6	6	0	(6)	-100%	6	6	6	6	6
79	SUBTOTAL	1,320	1,320	1,288	1,288	1,230	(58)	-4%	1,406	1,610	1,684	1,762	1,844
80	E. PUBLIC SCHOOLS - MCPS ITV												
81	Personnel Costs	1,385	1,385	1,393	1,364	1,308	(85)	-6%	1,464	1,627	1,708	1,793	1,883
82	Operating Expenses	197	197	98	127	117	19	19%	176	263	269	274	279
83	New Media, Webstreaming & VOD Services						0	0%	0	0	0	0	0
84	SUBTOTAL	1,582	1,582	1,491	1,491	1,425	(66)	-4%	1,639	1,890	1,977	2,067	2,163
85	F. COMMUNITY ACCESS PROGRAMMING (b)												
86	Personnel Costs	1,871	1,871	1,889	1,869	1,708	(161)	-9%	1,793	1,883	1,977	2,078	2,180
87	Operating Expenses	195	195	33	33	124	91	275%	149	152	155	158	161
88	Rent & Utilities	496	496	457	457	407	(50)	-11%	427	449	471	495	519
89	New Media, Webstreaming & VOD Services			6	6	6	0	0%	6	6	6	6	6
90	SUBTOTAL	2,562	2,562	2,365	2,365	2,245	(120)	-5%	2,375	2,489	2,609	2,734	2,866
91	G. WATCHLOCALTV.ORG												
92	PEG Equipment Replacement	940	1,083	40	32	955	915	2288%	938	2,000	2,000	2,000	2,000
93	PEG Network Operating	125	57	80	80	46	(34)	-43%	80	82	84	86	88
94	Youth and Arts Community Media	90	50	50	50	0	(50)	-100%	75	95	125	125	125
95	Foreign Language Production Services					91	91		96	100	105	111	116
96	Closed Captioning	291	108	225	225	130	(95)	-42%	225	275	325	325	325
97	Technical Operations Center (TOC)	23	8	13	13	10	(3)	-23%	20	20	25	25	28
98	PEG Network Mobile Production Vehicle	32	15	32	32	18	(18)	-50%	24	28	32	32	36
99	Emergency Equipment Reserve	80	0	0	0	0	0	0%	0	0	0	0	0
100	SUBTOTAL	1,581	1,331	440	432	1,248	808	184%	1,458	2,600	2,596	2,704	2,718
101	H. FIBERNET												
102	FiberNet - Personnel Charges for DTS	177	198	193	193	181	(12)	-6%	400	420	441	463	486
103	FiberNet - Operations & Maintenance DTS	1,013	1,065	900	900	931	31	3%	950	969	988	1,008	1,028
104	FiberNet - Personnel Charges for DOT	46	46	46	46	46	0	0%	47	48	49	50	51
105	FiberNet - Operations & Maintenance DOT	198	198	198	398	258	60	30%	308	358	365	372	380
106	OPERATING SUBTOTAL	1,434	1,507	1,337	1,537	1,418	79	6%	1,704	1,794	1,843	1,893	1,945
107	FiberNet - CIP	1,041	1,715	515	515	2,140	1,625	316%	2,084	4,646	4,212	4,220	4,768
108	SUBTOTAL	2,475	3,222	1,852	2,052	3,558	1,704	92%	3,788	6,440	6,055	6,113	6,712
109	TOTAL EXPENDITURES - PROGRAMS	15,477	15,471	13,747	14,302	18,608	2,861	21%	18,039	22,896	23,161	23,915	25,259
110	I. OTHER												
111	Indirect Costs Transfer to Gen Fund	302	302	359	359	369	10	3%	370	375	378	390	395
112	Indirect Costs Transfer to Gen Fund (ERP & MCTime)	36	38	34	34	34	(2)	-1%	38	38	38	38	40
113	Transfer to the General Fund	3,236	6,786	6,157	8,750	8,086	1,929	31%	3,242	3,422	2,329	2,836	2,874
114	Grants to Organizations (Friendship Hts)	39	39	39	39	0	(39)	-100%	40	40	40	40	40
115	Digital Media Technology Center	0	0	0	0	0	0	0%	0	250	750	750	200
116	Alternate Data Center	0	0	0	0	0	0	0%	0	500	500	500	500
117	SUBTOTAL	3,613	7,163	6,589	9,182	8,469	1,900	29%	3,688	4,623	4,038	4,554	4,049
118	TOTAL EXPENDITURES	19,091	22,634	20,336	23,484	25,097	4,761	23%	21,726	27,521	27,199	28,469	29,308
119	J. ADJUSTMENTS												
120	Prior Year Adjustments	0	1	0	0	0	0	0%	0	0	0	0	0
121	Encumbrance Adjustment	0	730	0	0	0	0	0%	0	0	0	0	0
122	CIP - Designated Claim on Fund	0	0	0	(570)	0	0	0%	0	0	0	0	0
123	TOTAL ADJUSTMENTS	0	731	0	(570)	0	0	0%	0	0	0	0	0
124	FUND BALANCE	462	2,736	164	1,129	113	(51)	-31%	3,452	2,412	2,401	1,711	769
125	FUND BALANCE PER POLICY GUIDANCE	911	1,011	1,021	1,130	1,221	200	20%	1,266	1,322	1,358	1,389	1,420
126													
127	K. SUMMARY - EXPENDITURES BY FUNDING SOURCE												
128	Transfer to Gen Fund-Indirect Costs	338	338	383	393	403	10	3%	406	411	416	428	435
129	Transfer to Gen Fund-Mont Coll Cable Fund	1,320	1,320	1,288	1,288	1,230	(58)	-4%	1,406	1,610	1,684	1,762	1,844
130	Transfer to Gen Fund-Public Sch Cable Fund	1,582	1,582	1,491	1,491	1,425	(66)	-4%	1,639	1,890	1,977	2,067	2,163
131	Transfer to CIP Fund	1,041	1,715	515	515	2,140	1,625	316%	2,084	4,646	4,212	4,220	4,768
132	Transfer to the General Fund-Other	3,236	6,786	6,157	8,750	8,086	1,929	31%	3,242	3,422	2,329	2,836	2,874
133	FUND TRANSFERS SUBTOTAL	7,517	11,741	9,844	12,436	13,284	3,440	35%	8,777	11,978	10,817	11,313	12,083
134	Municipal Franchise & PEG Payments	1,851	2,347	2,427	2,930	3,248	821	34%	3,454	3,667	3,899	4,148	4,416
135	Fran Admin, PEG & FiberNet Op (excl Muni, GF, CIP)	12,983	11,786	11,237	11,289	11,623	386	3%	12,947	15,786	16,755	17,264	17,250
136	Fran Admin, PEG & FiberNet Op (excl Muni, GF, CIP, PEG Eq)	11,943	10,693	11,197	11,257	10,668	(529)	-5%	12,009	13,786	14,756	15,264	15,250
137	Cable Fund Direct Expenditures	11,574	10,893	10,492	11,048	11,813	1,321	13%	12,949	15,542	15,577	17,155	17,224
NOTES:													
(a) Municipal Franchise Fee, PEG Capital and PEG Operating payments are contractually required by franchise, municipal, and settlement agreements, and by the County Code.													
(b) Currently Montgomery Community Television, Inc., d/b/a Montgomery Community Media.													
These projections for the Cable TV Fund incorporate assumptions of annual resources and resource usage as well as projected end-of-year reserves available based on these assumptions. This scenario assumes that operating expenditures will experience net increases as a trend. Factors contributing to the assumed rate of increase include compensation adjustments, program and productivity improvements, and cost increases driven by inflation. The County Executive presents these fiscal projections as a tool for thinking about the future fiscal policy implications of the recommended program of expenditures and resources. Other scenarios would occur if the County Executive and County Council adopted a different program plan or if the future brings different trends than presumed in the incorporated assumptions.													



OFFICES OF THE COUNTY EXECUTIVE

M E M O R A N D U M

Timothy L. Firestone
Chief Administrative Officer

Isiah Leggett
County Executive

January 24, 2012

TO: Roger Berliner, President
County Council

FROM: Isiah Leggett, County Executive

SUBJECT: Preliminary FY2013 Cable Communications Plan

Pursuant to Montgomery County Council Resolution 17-157, General Provision Section 8, the County Executive hereby submits a Preliminary Cable Communications Plan. Attached is:

- An estimated distribution of the FY12 Approved Budget, broken out into program functions and program areas;
- FY12 highlights and current initiatives;
- FY13 future initiatives (initiatives requiring additional funding in FY13 are noted with an *);
- Current and potential future performance measures; and
- HD transition strategic equipment plan for County-supported public, educational, and government access channels.

FY11 expenditures and anticipated future revenues will be submitted as part of the FY13 budget on March 15, 2012. Information about the FiberNet CIP, which is also funded by the Cable Fund, will be provided separately as part of the County's Executive's CIP submission.

The information provided here has been developed by staff from the Office of Cable and Broadband Services, the Department of Technology Services, the Department of Transportation, Montgomery College, Montgomery County Public Schools, and Montgomery Community Media, in consultation with County Council staff, and is intended to provide the Council with information about the services supported by the Cable Fund. On March 15, 2012, I will recommend to the Council my FY2013 Operating Budget for the County. At that time, I will also recommend resource allocations for the Cable Fund for FY2013.

For additional information, please contact Mitsuko R. Herrera, Cable and Broadband Communications Administrator at 240-777-2928 or Mitsuko.Herrera@MontgomeryCountyMD.gov.

Attachment

101 Monroe Street • Rockville, Maryland 20850
240-777-2500 • 240-777-2544 TTY • 240-777-2518 FAX
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PRELIMINARY FY2013 CABLE COMMUNICATIONS PLAN

PROGRAM FUNCTION ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
Information	20.4	\$ 1,950,703	\$ 746,174	\$ 2,696,877	25.3%
Infrastructure Operation & Maintenance	6.7	\$ 567,420	\$ 1,277,265	\$ 1,844,685	17.3%
Community Engagement	18.1	\$ 1,142,282	\$ 435,678	\$ 1,577,960	14.8%
Mgmt, Oversight & Prof Dev	12.2	\$ 1,113,077	\$ 280,869	\$ 1,393,946	13.1%
Enforcement, Regulation & Policy	5.2	\$ 479,042	\$ 536,022	\$ 1,015,064	9.5%
Transparent Government	9.1	\$ 860,514	\$ 90,288	\$ 950,802	8.9%
Multiculturalism & Accessibility	6.4	\$ 537,727	\$ 319,419	\$ 857,146	8.0%
Technology Investment	3.0	\$ 265,819	\$ 62,080	\$ 327,899	3.1%
Subtotal (Program Expenditures)	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378	100.0%

PROGRAMS AREA ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
1. General Government & Operations	16.5	\$ 1,494,422	\$ 1,652,054	\$ 3,146,476	29.5%
2. Education	14.6	\$ 1,516,146	\$ 161,630	\$ 1,677,776	15.7%
3. Job Creation, Economic Empowerment & Dev.	15.1	\$ 808,092	\$ 412,293	\$ 1,220,385	11.4%
4. Public Affairs	8.6	\$ 751,226	\$ 234,557	\$ 985,783	9.2%
5. Youth, Seniors, and Accessibility	4.7	\$ 381,292	\$ 321,795	\$ 703,087	6.6%
6. Housing & Community Infrastructure	2.1	\$ 220,424	\$ 440,050	\$ 660,474	6.2%
7. Consumer Protection	4.2	\$ 440,000	\$ 157,350	\$ 597,350	5.6%
8. Public Safety	2.4	\$ 243,140	\$ 110,880	\$ 354,020	3.3%
9. Technology & Science	3.5	\$ 320,556	\$ 5,000	\$ 325,556	3.1%
10. Arts & Entertainment	3.5	\$ 225,268	\$ 92,043	\$ 317,311	3.0%
11. Environment & Energy	2.5	\$ 196,823	\$ 70,655	\$ 267,478	2.5%
12. Transportation & Mass Transit	1.6	\$ 168,376	\$ 28,680	\$ 197,056	1.8%
13. Faith & Community Organizations	1.8	\$ 150,818	\$ 24,958	\$ 175,776	1.6%
14. Health & Nutrition	-	\$ -	\$ 35,850	\$ 35,850	0.3%
Subtotal (Program Expenditures)	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378	100.0%

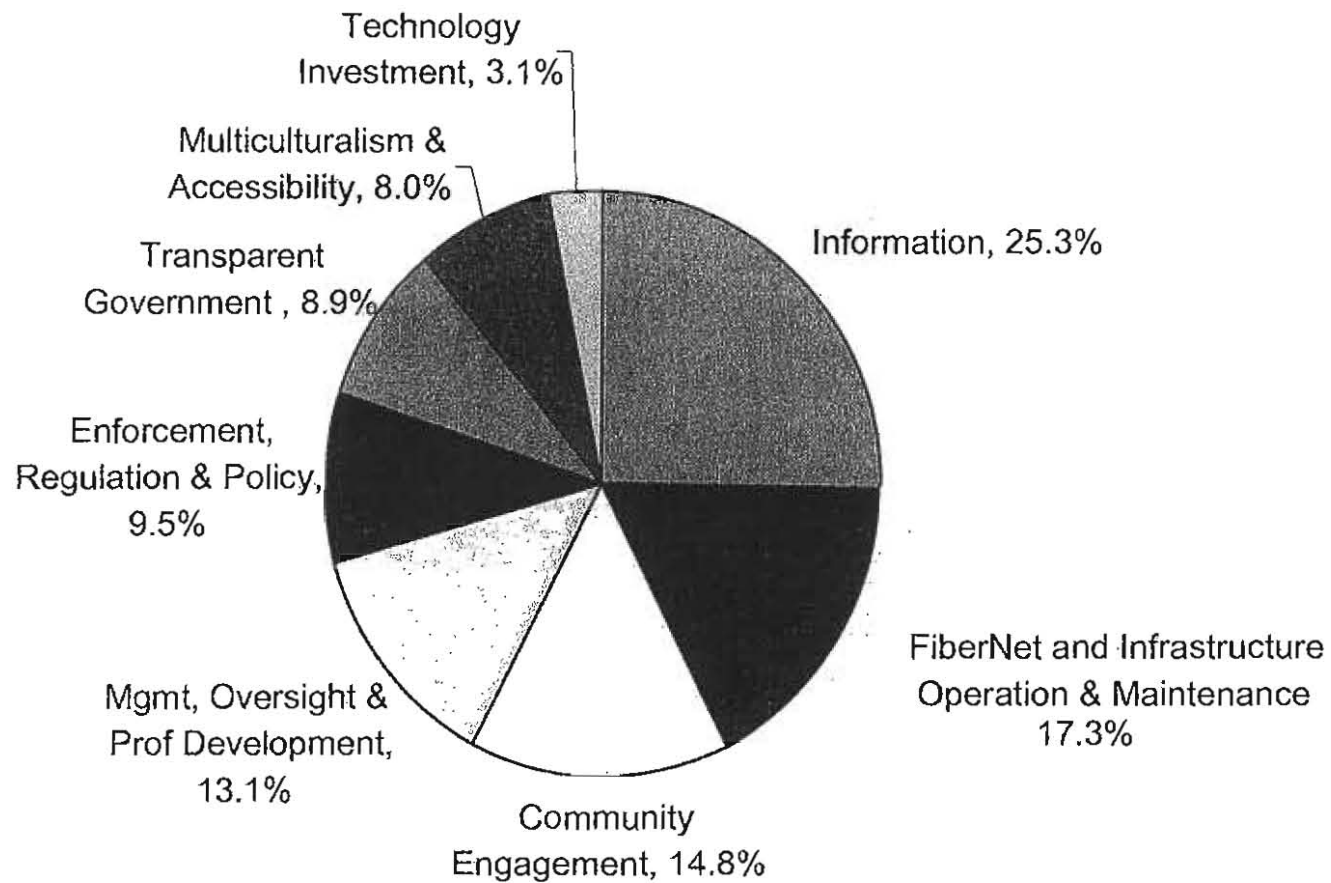
FY12 APPROVED CABLE FUND	FY12 Approved			
	WYs	Personnel*	Operating	Total
Program Expenditures	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378
<i>Subtotal (Program Expenditures)</i>	<i>81.1</i>	<i>\$ 6,916,583</i>	<i>\$ 3,747,795</i>	<i>\$ 10,664,378</i>
Municipal Pass Through				\$ 1,273,000
General Fund Transfer				\$ 8,086,000
<i>Subtotal (All Non-Capital)</i>				<i>\$ 9,359,000</i>
CIP Capital (FiberNet CIP)				\$ 2,140,000
PEG Capital (Production Equipment & Facilities)				\$ 955,000
Municipal Capital Pass Through				\$ 1,976,000
<i>Subtotal (Capital)</i>				<i>\$ 5,071,000</i>
TOTAL	81.1	\$ 6,916,583	\$ 3,747,795	\$ 25,094,378

*Personnel costs are prorata distribution of total costs, not allocation of specific personnel costs. Personnel costs include benefit costs.

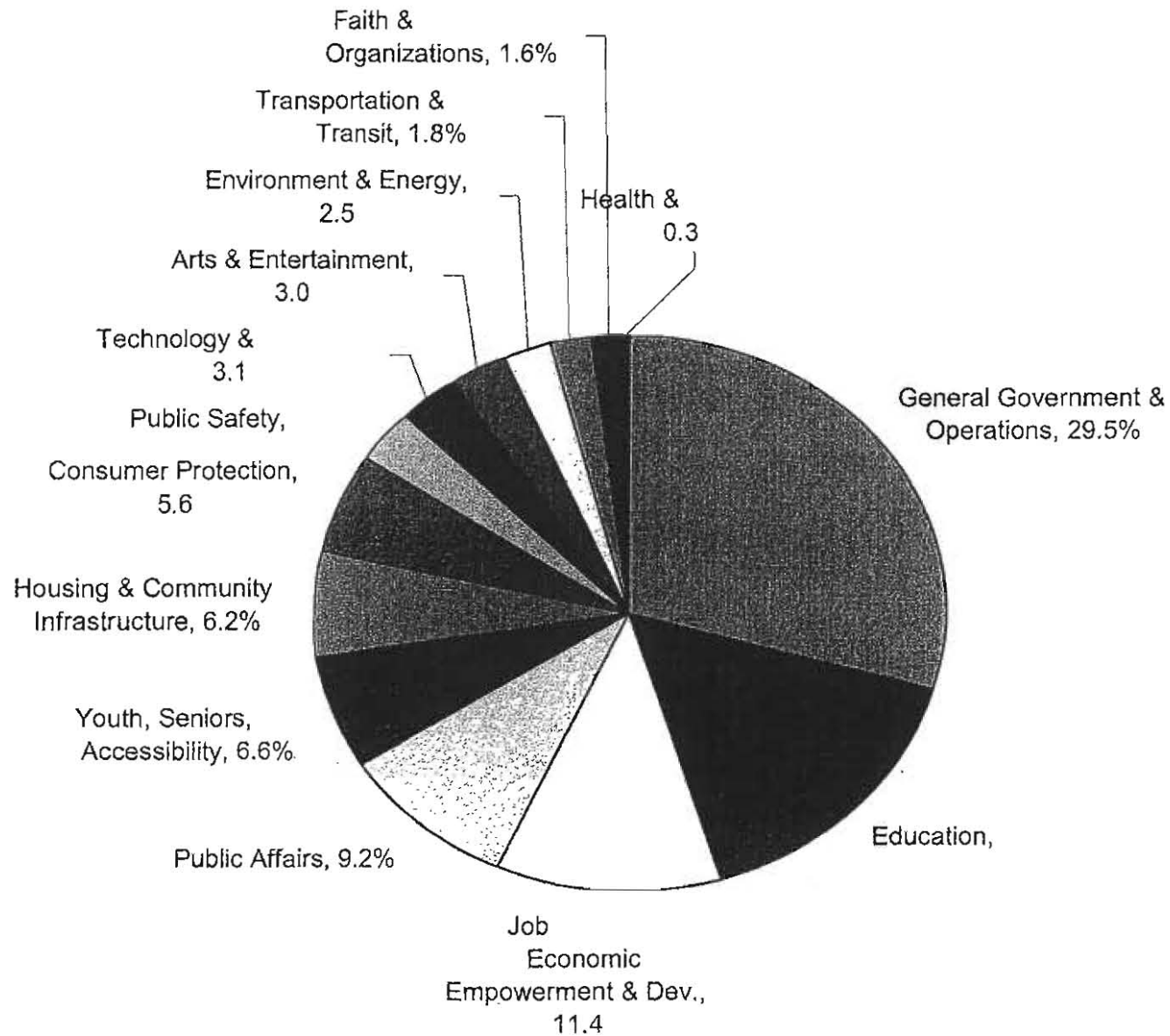
PROGRAM FUNCTIONS - Legend	
Transparent Government	Raw content, such as council, school board and agency meetings
Information	One-way communications, such as PSAs, programs, panels, lectures
Community Engagement	Two-way communications, call to action, community training, new media distribution, media literacy, broadband training
Multiculturalism & Accessibility	Specialized access, including language, closed captioning; other specific cultural or demographic focus
Infrastructure Operation & Maintenance	Operation and maintenance of infrastructure and equipment, including FiberNet operations and maintenance
Technology Investment	Labor and contract costs related to capital purchases of equipment or infrastructure construction.
Enforcement, Regulation & Policy	Cable regulation, complaint resolution, FCC, federal & State legislation, tower & antenna siting
Mgmt, Oversight & Professional Development	Internal reporting, contract and budget development and administration, grant writing and implementation, staff training

PROGRAM AREA definitions are provided below in individual sections.

FY12 Estimate Budget Distribution by Function



FY12 Estimate Budget Distribution by Area



④

1. General Government & Operations			
General operations, general County coverage, FiberNet and overall institutional support (e-mail, Internet, phones, etc)			
FY12 Work Years	16.5	FY12 Total	\$ 3,146,476
		Percentage of Cable Fund	29.5 %
FY12 Highlights		Current Priorities	FY13 Future Innovations
--Televised, Internet streaming and video-on-demand coverage of County Council meetings, Town Hall Meetings, County Executive announcements (press events, budget releases and forums); summaries of Council actions, One-on-One (monthly County Executive), In the Loop (Agency/Dept Heads), Community Connection (community information), President Pollard's video blog, 24/7 MC News Ticker, Montgomery College Commencement		--Launch MCM Word Press 3.0 broadband video and social media website with full search engine optimization	--Complete implementation of ARRA grant to expand FiberNet to all elementary schools and 19 HOC sites*
-- Twitter, Facebook, YouTube		--Expand coverage of Council Committee sessions	--Develop automated process to transcode television media into Internet media (i.e., reduce the labor required to convert content and make more content available on-line content)*
-- FiberNet Operation		--Redesign CCM and Cable Office website and add key work tags to make information more accessible and searchable	--Develop MCM mobile application mobile video applications and additional video pod casts
		--ARRA implementation, FiberNet backbone and hub improvements and security enhancements	--Miss Utility Compliance*
		--Comcast cable renewal government and education content needs assessment	
		--Finalize WatchLocalTV.org governance structure	
FY12 Performance Measures			
Hours of Council and Committee Meetings			
Number of Council Committee Sessions Televised			
Number of County Executive Press Events with Video Coverage			
Hours of volunteer MCM Studio Usage (2,572)			
MCM Studio Production Sessions (412)			
FiberNet Sites (383)			
Number of YouTube Channel Visitors and Video Views (182,987 / 222,753)			
Unique Visitors to Channel Home Page, Hits to Channel Webpage Content & Video-on Demand Views (670,407 / 4,332,370 / 37,547)			

*Denotes additional funding required to implement new initiative.

2. Education				
Board of Education, Coursework, STEM (science, technology, engineering, math), reading, language instruction, Homework Hotline, personal development				
FY12 Work Years	14.6	FY12 Total	\$ 1,677,776	Percentage of Cable Fund 15.7 %
FY12 Highlights	Current Priorities		FY13 Future Innovations	
Board of Education meeting coverage and wrap-up, Homework Hotline Live!, Math Dude (Algebra 1), Mi Escuela Es Su Escuela, County ED Committee, MCCPTA monthly meetings, MC In Focus (student produced weekly newscast), MC Instructional podcasts, Campus Conversations (studio interview series)			--Aggregate Public Schools and parenting content on MCM community website --Instructional videos and multimedia learning objects that compliment curriculum and help spoken word concepts "stick" for visual learners, ESOL and DSS students --Lecture capture pilot*	
FY12 Performance Measures				
Hours of Board of Education Meetings				
Homework Hotline Live! Student Inquiries (2,798)				
Hours of Spanish Language Life-long Learning Programs (850)				
MC Students Provide Media Training Instruction				
MC Media Training Interns				

3. Job Creation, Economic Empowerment & Development				
Vocational media training, small business, business improvement districts, large employers or employment fields				
FY12 Work Years	15.1	FY12 Total	\$ 1,220,385	Percentage of Cable Fund
FY12 Highlights			Current Priorities	FY13 Future Innovations
<i>Montgomery Works (job tip videos and on-air campaign), Rockville Rewards media partner, MC career training program (health science, automotive, computer, web, etc.), press coverage of MC and County/business economic development partnerships), Crossroads Café ESOL (series provide life skills information to help recent immigrants assimilate in Montgomery County)</i>				--Las Compañías Hispanas Hoy (Montgomery County Hispanic Business News) --MCM Digital Media Lab for broadband training* --WebLEAP internship program (stipends for interns in digital technology study/work placement program at MC) --Hands on training for MC students in fields of Communication Arts, Engineering, Journalism, Film, Marketing, as well as placing MCTV student interns at other government agencies & local businesses --Video Resumes for MC Students, Alumni and County residents --Sportscaster Immersion Camp - offering for Workforce Development & Continuing Education students & general public
FY12 Performance Measures				
Number of Media Training Citizen Graduates (904)				
Number of Media Training Professional Certifications (503)				
Hours of Media Training and Instruction Provided to Residents & Professionals (16,000)				
Number of Volunteer Hours Contributed to Create Community Programming (15,000)				
Hours of First Run Community Produced Programming (1,580)				

4. Public Affairs					
General lectures, elected official dialogues, independent news and analysis, human rights and veterans					
FY12 Work Years	9.7	FY12 Total	\$ 985,783	Percentage of Cable Fund	9.2 %
FY12 Highlights		Current Priorities		FY13 Future Innovations	
County Report This Week ("CRTW")(weekly information, also includes segments about education, green energy, police, pet adoption, and recreation), 21 This Week (weekly public affairs), No Boundaries (County leaders exchange views with leaders from other governments), Bottom Line (in-depth look at current and future County issues), Did You Know (Montgomery County informational shorts), How County Budget Works, Budget Bites educational PSAs, MCM Cultural Heritage Month PSAs (Asian-Pacific, Black, Caribbean, and Hispanic), Our Veterans, Our Warriors, American-Indian Past Present , Egyptian Revolution, MC veterans programs, American Veteran, candidate forums		--Vote 2012 Election multiplatform coverage with free airtime and web video for 100 Montgomery County candidates --Revista Semanal Montgomery (Spanish language public affairs series) --Cable renewal viewer survey and information assessment		--Launch MoCo public affairs program block, video blog, and aggregate content on MCM community website -Partner with non-English language media outlets --Knight Foundation Community Information Assessments	
FY12 Performance Measures					
Hours of Public Affairs Programming (1,397)					

5. Youth, Seniors, and Accessibility					
Programs targeted to children or parents, seniors, disability community, youth produced programs, stipends and internships					
FY12 Work Years	4.7	FY12 Total	\$ 703,087	Percentage of Cable Fund	6.6 %
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Backpack Beat (youth short subject programs), Agricultural Fair (PSAs, specials, outreach booth), Seniors Today, Did You Know? (episodes featuring questions asked by seniors), Gateway to College High School Drop Out Crisis program, Fit, Fabulous & over 50 (exercise series), Oral Histories of Ross Boddy Community Center Seniors, Latino Kids: Video Youth Training Workshop		--Screen Gandhi Brigade youth-produced documentaries		--Girl Scout Digital Media Badge program --Teen Week In Review (English & Spanish) --Digital Media Lab* --Restore closed captioning for MCPS BOE and MC programs* --Youth media training support* --MCPS paid student media internships* --Partnerships with non-English language media outlets --On-air/on-line series on student success profiles wrapped with MC information that appeals to young adult students and prospective students	
FY12 Performance Measures					
Hours of quality Spanish language children's programming (3,152)					
Hours of VVB/Washington Ear programming (audio news and commentary for the visually impaired) (1, 299)					
Number of youth media summer camp attendees					
Hours of Original Programming Closed Captioned (First Run)					
Hours of Acquired Programming Closed Captioned (First Run)					
Percentage of Original and Acquired Programming Closed Captioned (First Run)					

6. Housing & Community Infrastructure					
Affordable housing, libraries, parks, code enforcement, livable communities, planning					
FY12 Work Years	2.1	FY12 Total	\$ 660,474	Percentage of Cable Fund	6.2 %
FY12 Highlights		Current Priorities		FY13 Future Innovations	
MNCPPC Meetings (live Internet coverage), Montgomery Plans (Planning board summaries and community highlight), Mortgage Solutions (Mark Rigney series), PHED Committee coverage, Urban Flow (show about urban living), Paths to Present (history of neighborhoods and businesses) -- Transmission Facilities Application Review		--Open Government Socrata pilot (towering siting data) --Revise Tower Ordinance --Revise Cable Ordinance		--Lobby FCC to update RF emission information --Silver Spring Digital Media Library Support Planning --Silver Spring Civic Center Audio-Video Upgrade* --In-field electronic inspection violation filing	
FY12 Performance Measures					
Number of MNCPPC Meetings					
Number of Transmission Facilities Applications Processed (200)					
Average Days to Process Transmission Facilities Applications (30)					

7. Consumer Protection					
Consumer education and advocacy, including regulatory enforcement and complaint resolution					
FY12 Work Years	4.2	FY12 Total	\$ 597,350	Percentage of Cable Fund	5.6 %
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Cable complaint handling and inspections, on-line complaint filing, Cable Communications Advisory Commission and Cable Compliance Commission staffing support, federal regulatory filings regarding increasing cable rates and escalating equipment requirements and costs, cable rate regulation, Comcast "truck trip fee" disclosure and settlement --Consumer Compass		--Comcast renewal customer satisfaction survey --Energy efficiency information for cable boxes --Open Government Socrata pilot (provider complaints and inspections) --On-line cable satisfaction and viewer surveys		--Cable Office website FAQs --Local channel electronic program guide information on Verizon -- Consumer Watch video blog content partnership*	
FY12 Performance Measures					
Number of Cable Providers Complaints Handled (1,200)					
Amount of Refunds and Credits Secured Through Complaint Resolution (\$ 71,000)					
Percent of Customers Satisfied with Cable Office Complaint Handling (95 %)					
Percentage of Daily Cable Work Sites Inspected					
Percentage of Daily Cable Work Sites Found to Be Code Compliant (90 %)					

8. Public Safety				
<i>Police, fire and rescue, fire and crime awareness and prevention</i>				
FY12 Work Years	2.4	FY12 Total	\$ 354,020	Percentage of Cable Fund 3.3 %
FY12 Highlights		Current Priorities		FY13 Future Innovations
<i>Public Safety County Committees, Perils for Pedestrians, Distracted Driver Course (PSAs), Cybersecurity Awareness, Emergency messaging and weather closures, Crime Solvers (CRTW segment)</i>				<i>--Policia y Usted (MCM.Spanish language County Police access series and blog posts)</i> <i>--Crime prevention programming</i>
FY12 Performance Measures (Develop – Crime Solvers: Number of Tips Phoned In From CRTW Viewers)				

9. Technology & Science			
Technology training, astronomy, computer science, physical sciences, media literacy, broadband training			
FY12 Work Years	3.5	FY12 Total	\$ 320,556
		Percentage of Cable Fund	3.1 %
FY12 Highlights		Current Priorities	FY13 Future Innovations
MC Science, Technology, Engineering & Math series and instructional podcasts, distance learning educational technology showcase series, Future Scientist Video and MD Science Bowl keynote speakers		—Obtain statistics for Comcast low income broadband training program —Advocate for performance measures and outcomes for federal-private cable industry broadband adoption programs	--Seek funding for broadband training programs --Broadband availability and wi-fi use survey
FY12 Performance Measures			

10. Arts & Entertainment				
Art & performance events, artist and venue profiles, general human interest, quirky, author series				
FY12 Work Years	3.5	FY12 Total	\$ 317,311	Percentage of Cable Fund
FY12 Highlights		Current Priorities		FY13 Future Innovations
Silver Spring Jazz Festival and Blues Festival (10-part mini-series), Mid-Atlantic Jazz Academy and Festival (6-part mini-series), MC Performing Arts Series, State of the Arts (magazine show), MC Humanities authors and guest lecture series, Hidden Treasures (little known gems in Montgomery County), weekly arts events calendars (Arts and Humanities Council weekly, Do & Go Minutes, AFI Minute, Community Connections, CRTW, Around County), Smithsonian Fellows programs and presentations, F. Scott Fitzgerald Literary Conference, Holocaust Commemoration (annual event coverage)		--Capture and broadcast all major Montgomery County arts festival events		--Feature stories of successful pet adoptions
FY12 Performance Measures				
(Develop – Pet-of-the-Week: How Many Featured Pet Have Been Adopted or Increase in Pet Adoptions)				

11. Environment & Energy				
<i>Environment health, green initiatives, biofuels, community gardens, energy efficiency</i>				
FY12 Work Years	2.4	FY12 Total	\$ 267,478	Percentage of Cable Fund
				2.5 %
FY12 Highlights		Current Priorities		FY13 Future Innovations
<i>Think Green!</i> (County's only environmental TV series), <i>Think Green Minutes</i> (tip on living 'green'), <i>Parks, Rec and Roll</i> (County uses of preserved environmental spaces), <i>Montgomery County Green Gala Awards</i> , live coverage of Chesapeake Bay Volunteer-a-thon, <i>Transportation, Infrastructure, Energy & Environment Council Committee Meetings</i> , <i>MC Green on the Scene</i>		--Media partnership with Bethesda Green		--Aggregate local environmental news on MCM community website
FY12 Performance Measures				

12. Transportation & Mass Transit			
Roads and public transportation, bicycling, pedestrian safety			
FY12 Work Years	1.6	FY12 Total	\$ 197,056
Percentage of Cable Fund			1.8 %
FY12 Highlights		Current Priorities	FY13 Future Innovations
Live traffic camera coverage (35 hours weekly), <i>Transportation, Infrastructure, Energy & Environment Council Committee Meetings, Montgomery Plans</i> (planned transportation improvement projects), <i>Bus Rapid Transit Special</i>		--Upgrade and group traffic camera coverage into 4 major routes/County areas	--FiberNet support for bus rapid transit and 'next bus' notification system
FY12 Performance Measures			

13. Faith & Community Organizations			
Religious programming, general non-profit support and partnerships			
FY12 Work Years	1.8	FY12 Total	\$ 175,776
		Percentage of Cable Fund	1.6 %
FY12 Highlights		Current Priorities	FY13 Future Innovations
--Non-Profit Day Professional Media Training --Studio 501-C3 (series features Montgomery County NPO business leaders), Pledge 25 media sponsor (PSAs, TV specials, news briefs), Make a Difference (highlights volunteer opportunities) --Free cable service to County non-profits		--Develop Google/YouTube Choir (faith organization-based broadband training) curriculum proposal --Launch Spanish language inspirational 5-hour weekly programming block	--Obtaining foundation funding for Google/YouTube Choir
FY12 Performance Measures			
Hours of Inspirational Programming (2,633)			
Hours of Community Programming (1,755)			
(Develop – How has media campaign improved NPO outcome)			

14. Health & Nutrition					
HHS initiatives, public health, fitness, local foods, community gardens, gardening, sports					
FY12 Work Years	0.0	FY12 Total	\$ 35,850	Percentage of Cable Fund	0.3 %
FY12 Highlights		Current Priorities		FY13 Future Innovations	
MC athletic events coverage, Deak's Fitness, Getting Fit, Healthy Living, Jazz Cardio Stretch, Food for Thought (nutrition series), Feel the Burn Exercise series, Parks Rec and Roll (featuring County recreation information)					
FY12 Performance Measures					
Hours of Health Programs (302)					
Hours of Sports Programs (260)					

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Field Acquisition (ENG cameras & equipment)	* Field camera storage cards, scan converter (MC)	* Mobile transmission system, monitor (MC)	* Field cameras (CCM) * Field/studio cameras, viewfinders and cables (MC)
Studio Acquisition (Cameras & equipment)	* Cameras for hearing rooms (CCM) * Scan converter (MC) * Replace/upgrade studio B lighting and microphones (MCM)	* Scan Converters (CCM) * BOE Meeting Room cameras (MCPS)	*EOB studio cameras or COB Auditorium cameras, audio and lights * Robotic Camera Pedestal to Studio Camera #2 (MCPS) * Studio A Cameras & Equipment (MCM) * Virtual set in main studio (MCPS)
Studio Control / Control Room	* 2d Control Room (CCM) * Switchers, waveform monitor, video recording system, multiviewer, monitors (MCPS) * Studio B Router, Recording Decks and Up-Conversion Cards (MCM)	* Virtual set, switcher (CCM) * Switcher, controller, multiviewer, monitors, waveform monitor for BOE control room (MCPS) * Switcher, monitors, router, graphics/still store for Studio A Control Room (MCM)	* EOB control room upgrade (router, switcher, and character generators)(CCM) * Waveform monitor, frame synchronizer, graphics and still store (MCM)
Master Control	* Waveform monitor, frame synchronizers, test signal generator *Router cards, infrastructure, graphics and automation systems (MC) * Media players, conversion boxes, waveform monitor, channel branding (MCM) * Graphic and motion video branding system, test signal generator (MCPS)	* Headend video interface for tapeless media storage (MC) * Video/audio monitoring (MCM) * Waveform monitors, multi-viewer monitor, failover switch, router control panels, bulletinboard scan converters (MCPS)	
Post Production (editing)	* Editing monitors, burner/duplicators (MCM)		

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Storage, Archive & Retrieval (SAN & Media Management)	<ul style="list-style-type: none"> * Magnetic tapes storage system (MC) * Storage & archiving system and building electrical work for same (MCM) * Upgrade storage with larger hard drives (MCPS) 	<ul style="list-style-type: none"> * 48TB storage expansion (MCPS) 	<ul style="list-style-type: none"> * 48TB storage expansion and magnetic tape storage (MCPS) * 48TB storage expansion (MCM)
Transport & Infrastructure	<ul style="list-style-type: none"> * SD-HD upconverters, closed-captioning encoder (CCM) * Monitor and audio channel monitor (MC) * Upgrade Repair Bench to Digital/HD Test & Evaluation Equipment (MCM) * HD/SD upconverters and downconverters, production computers (MCPS) 	<ul style="list-style-type: none"> * Fiber transmitters/receivers, IP streaming device, automation system (CCM) * Satellite dish and equipment (MCM) * HD/SD upconverters and downconverters, production computers, frame synchronizers, distribution amplifiers (MCPS) 	<ul style="list-style-type: none"> * HD upconverters and downconverters, frame synchronizers, production computers (MCPS)

This strategic plan assumes approximately \$1 million annual investment in production equipment. These purchases are funded using restricted equipment purchase funds. The County-funded public, education, government access facilities have engaged in an engineering peer-review process to review HD equipment transition plans, share experience and offer cost-saving alternatives. The entities also aggregate purchases and use the County's IT Commodities contract. Savings have generally averaged 20 percent over anticipated non-profit, educational and government pricing.

LEGEND

Field Acquisition: Equipment for doing shoots away from the Studio. Includes ENG (Electronic News Gathering) cameras and associated equipment.

Studio Acquisition: Equipment located within the studio itself for production. Includes cameras, lighting, microphones, etc.

Studio Control/Control Room: Equipment necessary for controlling how a production is made. (e.g. which camera is on air, insert of titles on lower 1/3 of screen, insertion of power point presentation on video screen, etc.)

Master Control: The area where the program signal is generated and sent out over the air.

Post-Production: Includes editing equipment, audio and video playback/record equipment.

Storage, Archive & Retrieval: The equipment that is used to physically store video for use either now or later. Video can be stored as electronic files on Storage Area Networks, cards, disks or tapes.

Transport & Infrastructure: Equipment that is used to move video signals from one location to another. Also basic equipment that is used for reference, support and monitoring of other equipment.

GLOSSARY

Router: Takes a signal (source) and sends it to one or more pieces of equipment (destination). For example, a camera signal and routes it to a monitor and switcher.

Automation System: A system that records, stores and plays back shows according to a daily program schedule.

Branding System: Displays on the program signal a logo that will identify what the channel being watched. This can be either static or animated.

Distribution Amplifier: A device that takes one signal and produces multiple identical signals. For example, the County Program Distribution Amplifier (DA) distributes the County's Program Output signal to the three Cable providers and to Granicus for Internet streaming. This ensures they are all displaying the identical signal.

Downconverter: A device which converts HD video signal to SD video signals.

Frame Synchronizer: For proper display, all video signals in a broadcast facility must be locked (synchronized) to the facility timing reference signal (Genlock). The Frame Synchronizer takes a signal that is not locked to this reference and synchronizes it to the house timing reference. If signals are not locked, they will be unstable and "float" across, or up and down, the screen.

Graphics Still Store: A device that captures an image, such as a person's photo, and stores it in a graphic format to display later.

Magnetic Tape Storage System: A place to store video tapes in an orderly manner so they can be quickly retrieved when needed.

48TB Storage Expansion: Increases the capacity of the current Storage Area Network (SAN) by 48 terabits.

Scan Converter: A device that converts an image displayed on a computer monitor to a broadcast video signal

Test Signal Generator: Equipment that generates a variety of video test signals for use in verifying the quality of broadcast circuits.

Upconverter: Equipment that converts a Standard Definition (SD) video signal to a High Definition (HD) video signal.

Waveform Monitor: A visual display of what the electronic video signal looks like. It is critical for ensuring the video signal is within proper specifications.

January 27, 2012

TO: Dr. Costis Toregas, Council IT Adviser

From: PEG Managers
Neil Greenberger, PIO - County Council
Melissa Pace, Montgomery College
Merlyn Reineke – MCM
Dick Lipsky, MCPS

Subject: Six year plan for PEG channels – DRAFT

The New PEG Network (WatchlocalTV.org) -The Next Six Years

The PEG Network (WatchlocalTV.org) in Montgomery County is at a crossroads. With these economically-challenging times, it is imperative for the evolving PEG Network to continue to build upon efforts each station has already started to create new types of programming and to deliver that programming in manners that place a huge stake in the changing world of communications. The PEG Network over the next six years must better define its role around providing clear, concise and updated information for our citizens while also addressing the void left by the traditional Washington area media that County residents could not find elsewhere. The long-term goal of the PEG Networks must be to not only produce packages of information, but to strive to deliver it in ways that will reach new audiences-with even more impact.

The age of “digital literacy” is upon us. More efficient forms of information, arranged by topics and interest points, should be available to residents at a moment’s notice. Accessing information that is accurate and useful are essential parts of the democratic process. Publicizing where residents can find information they need and deciding how it is gathered, disseminated and posted among County residents is a prime part of the mission for all PEG channels—including those that are funded by the County and those that are not.

There is a sea change underway in what was once thought of only as television technology. These changes have affected how and when we view media on television, using mobile devices, online through VOD (Video on demand) webcasts, and podcasts and utilizing social networking sites such as YouTube, Facebook and Twitter for outreach. To access the new media programming, new content must be scripted, produced, edited and posted for a world that no longer has time for a one-hour nightly news show and instead often insists on news in two-minute clips accompanied by flashy video. Our messages must be immediate and the impact must be measurable.

The channels of the PEG Network have made sweeping changes over the past year to meet their revised mission. This six-year plan is a guide to sustain that momentum that

will include increased cooperation between the stations, more efficiency in their operations and a self-appointed PEG governance body that will act to ensure the stations are working in a manner that will achieve these goals.

The Comcast renegotiation presents an opportunity for the County to expand the quality and quantity of our services to the community. An increase in the implementation of Fibernet to County office buildings and schools and a smooth transition to HD channels for the PEG network will allow all PEG channels to offer a higher quality signal that will be comparable to the commercial channels.

In the past year, among the efforts started by PEG entities that will be used as models to achieve the goals of this six-year plan include:

- **Weekly News** - Creation of "County Report This Week," a half-hour weekly local news show that is a cooperative effort of all PEG channels. It provides news and views that are not regularly covered by private media.
- **Social Media** - All stations now post entire shows and isolated clips on YouTube, Facebook and Twitter. Trends for the viewing of these programs have been positive.
- **Video on Demand** - Web sites have become the partners of television stations, with most PEG members making broadcast shows available online live or via delayed broadcast "On Demand."
- **Foreign Language Programming** - PEG members have greatly increased efforts to reach audiences whose first language is not English. Montgomery Community Media (MCM) has dedicated one of its two channels to cultural broadcasts. County Cable Montgomery provides television and radio clips in Spanish directly to television and radio stations that broadcast in Spanish.

MC produces a monthly 30 minute program in Spanish specifically for Latino outreach.

MCPS has for many years produced programs in multiple languages for its audience. Over the last 5 years, the MCPS series *Our Schools Today* has produced 43 episodes of original programs, each in 6 different languages for a total of 258 foreign language programs. Languages: Spanish, Vietnamese, Korean, Mandarin, French, and English (The English version is captioned.)

- **Live** - More immediacy, such as the 2010 live broadcasts of the County primary and general elections and the 2011 Rockville City elections (carried by Rockville 11).
- **Feedback** - An annual survey will be conducted each March throughout the County to determine viewer needs and help with planning for the following year

- **Annual Retreat** – An annual retreat will be held each year to realign priorities and analyze performance measures and annual surveys to determine needs for the next fiscal year.

The PEG Network has reorganized itself and how it does its business to help determine effectiveness for future funding. Being accountable for our programming and outreach efforts is a challenging but necessary part of today's ever-expanding and changing global village. It has become apparent that change is challenging--but needed for survival in any form of today's media world. Multimedia companies like Blockbuster, Borders Books, Tower Records and Kodak didn't adapt and either no longer exist, or barely do so. The public went elsewhere to find the products or information that they needed. The PEG Network (WatchlocalTV.org) is intent on responding to this same type of change that is needed on a local level in order to meet the demands of County residents.

Starting in Fiscal Year 2013, among the changes the PEG Network intends to implement are:

- **PEG Shared Governance.** Committees will report and determine paths for future coverage and products that are topical and functional for different audiences.
- **Accountability.** New accountability measures that are meaningful will be created and instituted and visible for the public to see results.
- **Clarity.** Selection of a single PEG spokesperson that will be available to speak on behalf of the PEG Network to Council members and the County Executive, staff members and Council analysts.
- **Cooperation.** Joint programming and production efforts will be determined and set throughout the year.
- **Staff Training.** Cross training of staff will be implemented among different segments of staff to include producers, editors, camerapersons and engineers. Feedback will help determine effectiveness for future training sessions.
- **Replacement Equipment.** Large equipment purchases (over 25K) will be monitored by PEG governance committee to ensure compatibility, training needs and maintenance contracts.
- **Website.** A vibrant and clear website for the County will be updated on a regular basis. This new website will be monitored and maintained by the PEG Network.

The revamped and evolving PEG Network will continue working to become an innovative, vibrant and thoughtful group of cable channels that reach many different audiences with original local programming that is clear, informative and engaging. It is our collective goal that over the next six years, these stations will combine their efforts to demonstrate why Montgomery County is considered the premier "Digital County" in the United States.

Copy: Ms. Mitsuko R. Herrera, Cable and Broadband Administrator, DTS
Ms. Donna Keating, Media Services Manager for CCM
Ms. Donna Bigler, Assistant Director of PIO for County Executive